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THE INNER FORM OF LODGING ESTABLISHMENT NAMES OF LVIV, KRAKOW, AND VIENNA IN THE EARLY 20TH CENTURY: DERIVATION AND CLONING

The paper is a study in the field of comparative European socio-cultural onomastics. Following the previously elaborated and tested tenets, it centres upon the lodging establishment names of Lviv, Krakow, and Vienna at the beginning of the 20th c., also including the relevant data of the Varsovian onomasticon of the period. The former cities then belonged to the Austro-Hungarian Empire; at the same time, they were part of several different and historically variable linguistic-cultural areals and systems. In particular, the author regards their hotel signage as part of the common European inventory of disembodied proper names, realized by its regional varieties. It is the author's contention that genetically, the inner form of researched hotel names is of double nature, relating to what he terms their ultimate underlying item, on one hand, and on the other, and coincidentally, to more or less general stocks of European and national 'ready-made' hotel names, which he considers as emerging by means of cloning from precedent and prototypal items. As a result, a name can be of both deappellative and deonomastic origin. The categorical parameters of derivation employed in the study include, basically, proper / common underlying name distinction, and within the former, various subtypes of toponyms, such as names of cities, countries, regions, large geographical entities, anthropogenic and physiogenic chrematonyms, and names of city features immediately associated with a hotel, and also culturally marked anthonyms. Cross-cutting these are features of national appurtenance, determining the general geopolitical orientation of a specific city hotel naming, such as the Polish one with Krakow, Lviv, and Warsaw (with the latter, also the German, although to a lesser degree) and the Austro-Hungarian as well as Anglo-Saxon with Vienna. With deappellative names, relevant is the evaluative vs. descriptive distinction, the latter variant specified as coinages from the venue's locality or its emblem.

Keywords: comparative socio-cultural onomastics, derivation vs. cloning, Lviv hotel names, Krakow hotel names, Vienna hotel names.

The present paper is a comparative socio-onomastic and linguistic-cultural study of the inner form of the hotel names of Lviv, Krakow, and Vienna¹ at the

¹ In this paper, the first of these cities is referred to by its now internationally adopted Ukrainian name *Lviv* (which corresponds to *Lwów* in Polish and *Lemberg* in German),

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beginning of the 20th c. From the viewpoint of its general theoretical thrust as well as methodological parameters, the paper follows the directions of investigation set out in [Chernysh, Yermolenko], where, based on works of R. Mrózek, V. Blanár, A. Gałkowski and others, an approach was elaborated and employed to study the Kyivan and Varsovian hotel naming of the same period. The authors argued that, as these cities and their onomasticon throughout their history coincidentally belonged to linguistic, cultural, and political areals that were either different, overlapping, or congruent, the comparative study of their hotel and boarding-house names in a wider European linguistic and cultural context would be able to yield results whose significance would go beyond purely linguistic parallels and discrepancies between them as specified by the use of a chosen set of relevant parameters. Although in that case the names were assigned to a synchronous cross section, the interpretation of their formal similarities and differences against extralinguistic historical and linguistic diachronous background would prove insightful: in particular, even if one is (at least, so far) unable to determine all relevant factors and circumstances accompanying the emergence of an individual hotel name, this approach would be able to throw light upon the general dynamics of corresponding parts of language-specific onomastic systems, themselves regarded as parts of the common European system of proper names.

In that study, the authors compared hotel names and their inner form using the two principal parameters. The first was the relationship between the name and what may, somewhat arbitrarily, be termed its ultimate derivational underlying item, i.e. the linguistic entity (not itself a hotel name) that is formally identical to the derived name and is regarded as its genetical source. Once established, these underlying items were compared in order to find some more or less general naming patterns they manifest, such as formation from proper or appellative (or common) lexemes, further specified as derivation from that or another class or subclass of these (with proper names, for instance, it can be their belonging to toponyms and within them, to city or country names etc.)

The second parameter was the relationship(s) (or the lack thereof) of the name to similar hotel names of the same period, including those that had been coined earlier and may have induced the emergence of later analogous coinages. This, in its turn, implies the existence of prototypical names whom later coinages reproduce by means of a process which may be called name cloning (besides, the authors, as mentioned above, applied the notion of coining by analogy to the first parameter too, extending it there to include the realization of more or less general naming schemes).

Using the first parameters, two predominant tendencies have been established in the hotel naming of the period: designations from place names and from abstract appellatives with a positive connotation. Chrematonyms² of the former kind were further itemized as to their geographical appurtenance as well as the class of geographical entities their underlying items refers to. In particular, both

the second (Polish *Kraków*) by its now most widespread English version *Krakov*, which has superseded the earlier spelling *Cracow*, and the third traditionally as *Vienna* (*Wien* in German).

² The much-debated term *chrematonym* generally tends to denote names of serial artefacts, yet, however, it is also used with reference to unique anthropogenic or material entites, especially those of cultural significance (see, for instance, [Kosyl : 447–448; Breza : 343–360]). In this study, it is used with reference to names of lodging establishments as a subclass of business names, as well as to names of palaces, parks, and the like.

Kyivan and Varsovian lodging places featured names derived from items of the indigenous (e.g., *Kraków* or *Polski* in Warsaw and *Киев* or *Україна* in Kyiv) and a wider European toponymicon (e.g., both Warsaw and Kyiv had the hotel named *Savoy* / *Савой*, these designations ultimately originating from the name of a historical province in France).

The comparison according to the second parameter, i.e. looking for lexical correspondences among Kyivan and Varsovian items, occasionally involved data concerning hotels found elsewhere, whose names could be considered prototypical.

The joint use of the both parameters has showed that the practice of naming in hotel business tended to follow, in what regards their immediate («literal») counterparts or more general derivational models, examples found elsewhere, in particular in other European countries and linguistic-cultural areals. At the same time, instances were found of the unparalleled and unprecedented (if not exactly creative) usage of autochthonous naming resources. In other words, lodging establishments under analysis were, more often than not, derivationally of a double nature, stemming, on one hand, from the ultimate underlying item and, on the other, and coincidentally, from the precedent hotel name.

In case of deonomastic designations, the authors also used a parameter dealing with the aspect of the extralinguistic motivation of the inner form that is related to the latter's semiotic-representational and functional properties determining the choice of the underlying proper name. As applied to hotel name formation, this parameter further bore upon the dis-/embodied status of the underlying entity (this status understood by the authors according to the dis-/embodied name opposition introduced by Sir Alan Gardiner, see [Gardiner : 9–11; Yermolenko 2021 : 600–603]. Employed jointly, these two parameters specified the following two types of lodging establishment names, mostly those formed from toponyms and other proper names. On one hand, some establishments in these cities were metonymically (and, in semiotic terms, indexically) named after places or objects that were somehow or other close to them (such as a street where the venue was found, or a well-known edifice near it) and therefore served as their distinctive feature (cf. the hotel *Bruhłowska*, situated on the (almost) eponymous street and in the vicinity of *palac Brühla*, or *Pasaż* associated with *Pasaż Simonsa* in Warsaw; in Kyiv, cf. the *Александровские* boarding-house on *Александровская* street or the *Театральная* hotel near Kyiv City Theatre).

On the other hand, and far more often, hotel businesses in Kyiv and Warsaw obtained their designations through the choice from the stock of chrematonyms more or less distinctly (or, on the contrary, vaguely) associated with prestigious foreign countries and cities as well as fashionable hotels and their names, cf. the aforementioned *Savoy* and *Савой*, which, like many other similar items, while deriving from a toponym, at the same time reproduced the fashionable and prestigious name of a fashionable, prestigious, or in some other way attractive referent, in this case the name of an iconic London lodging facility [Chernysh, Yermolenko : 228]. *Mutatis mutandis*, the same is true of names with ultimate appellative underlying items that at the same time repeat «grand» European, more specifically French (at least in terms of language if not provenience) chrematonyms, such as *Национальная* and *National*, *Континенталь* and *Continental*, *Метрополь* and *Metropole*.

The authors regard the instances of such namings as a sort of performative onomastic metaphor, in which the name's transferral from the one establishment to the other is aimed at providing the latter with the image and connotations of

the former. Performed on a large scale, such a transference can be compared with the phenomenon of trade name generification [Yermolenko 2019 : 204–205; Chernysh, Yermolenko : 228–229], the difference between the two consisting in the underlying entity remaining a proper name and becoming a common name respectively.

It should be added, however, that these two processes are not incompatible, as demonstrated by the evolution of the name of the *Ritz* hotel of London. Open by the Swiss-born hotelier César Ritz in the early 20th c., the name of this icon of luxury and high society was then appropriated by other establishments both in England and elsewhere, such as the coffee house *Ritz* (originally *Renaissance* and then *Louvre*) existing in Lviv in the 1930s. [Biedrzycka : 758, 950], (IPL : 18) (lately, the London hotel successfully fought to enforce its trademark against infringement, affirming the right of its exclusive ownership). Be it as it may, parallel to this, the lexeme *Ritz* also underwent the process of appellativization, giving origin to the English common noun *ritz* as used in the phrase *put on the ritz* ‘assume an air of superiority, behave haughtily; dress up smartly, live luxuriously’ and the verb *ritz* ‘behave haughtily towards; snub’ as well as the adjective *ritzy* ‘having class, poise, or polish; luxurious, smart, stylish, glamorous; pretentious, ostentatious, flashy, haughty’ (ShOD).

In the present paper, this approach has been employed to study the lodging establishment names of the early 20th century Lviv, Krakow, and Vienna. At that time, all these cities were part of the dual Austrian-Hungarian Empire, whose capital was Vienna. Historically the centre of Galicia and Red Ruthenia, Lviv was founded by the Ruthenian King Danylo Romanovych in the 14th c., only to be included a century later in the Polish Kingdom. Together with Krakow, it was seized by Austria on the first Partition of Poland in 1772 [Kraków]. Nonetheless, having become the capital of the Galician-Lodomerian Kingdom within the Austrian Empire, it remained a polyethnic trade and cultural centre and a transfer point on Middle European commercial routs [Гірниць : 12–13], (EP : 373). The former (1038–1658) Polish capital Krakow, previously reduced by Austria to the role of a *powiat* town (to which it responded by becoming Poland’s spiritual centre), regained its stature in the latter half of the 19th c. [Kraków], but remained retrograde and traditional, while Lviv at the turn of the 19th–20th c. saw a dynamic metropolitan development, in which it, an innovative capital of the biggest Austrian province, was modelling itself, as a second Wien, on the imperial capital [Kraków i Lwów w poszukiwaniu zaginionej tożsamości].

Because of their twofold nature (Polish as well as Austrian), I have considered it both natural and worthwhile to supplement the analysis of Krakow and Lviv names with the relevant contemporary onomastic data pertaining to the Austrian capital Vienna, on one hand, and Warsaw, then the capital of the Polish Kingdom within the Russian Empire, on the other (in the latter case, drawing on [Chernysh, Yermolenko]). As my research’s principal data base, I have used, for Lviv, *Księga adresowa królewskiego stołecznego miasta Lwowa. Rocznik siedemnasty. 1913. Lwów, Franciszek Reichman* (referred to hereafter as KAL)³; for Krakow, *Stefana Mikulskiego wielka księga adresowa zawierająca adresy Stoł. król. mias-*

³ Available at: Śląska Biblioteka Cyfrowa as «Księga adresowa Król. Stoł. Miasta Lwowa. Rocznik 17. 1913 = Adress u. Geschäfts-Handbuch von Lemberg. 17. Jg. 1913». URL: <https://www.sbc.org.pl/dlibra/publication/45/edition/42/content> (last accessed: 11.06.2023).

ta Krakowa / Król. woln. miasta Podgórze⁴. *Rocznik VI. Rok 1910* (KAKP)⁵; and for Vienna, *The newest guide through Vienna and environs with plan. 14th edition*. Vienna: R. Lechner (W. Müller), 1913 (NGV)⁶, and *Wiener Cicerone. Illustrierter Fremden-Führer durch Wien und Umgebung. XVIII Jahrgang. Bearbeitet von Franz Hölligl*. Wien, Volkswirtschaftlicher Verlag Alexander Dorn, 1909⁷ (VC); In [Chernysh, Yermolenko 2023], information on Warsaw hotel names was taken from *Adresy Warszawy 1909* (AW)⁸ with some additional data from *Księga adresowa Królestwa Polskiego na rok 1907* (KAKP 1907)⁹.

The search for hotels bearing the same name has been restricted to the lodging establishments found in the three cities; in some cases, however, parallels beyond them are also taken into consideration, especially when an eponymous designation and its *denotatum* can be considered prototypal.

As to the analysis of hotel designations in terms of their ultimate underlying items, it should be noted that in the previous study, due to reasons of various nature (some of them were related to the character of analysed data and others to the way of analysis results presentation), all names were initially divided into two groups: names of toponymic origin and all the other ones). Here, as would be shown later, a more detailed approach will be employed to deonomastic items.

I start the analysis and discussion part of the paper by indicating that, in *KAL*, the group *Hotele / Hotels* lists 61 entries (*KAL* : 542–543); also, there are a small group of *Hotele prywatne / Pensjonaty* with 12 entries (*ibid.* : 543) and another one of *Pokoje do śniadań / Frühstückzimmer* (that is, bed and breakfast facilities) with 27 entries (*ibid.*, 582). *KAKP* mentions only 22 hotels (and, for some reason, 2 more in Bielsko¹⁰) (*KAKP* : 10) as well as 5 boarding-houses for visitors (*Pensjonaty dla przejezdnych*¹¹) (*ibid.* : 20); there are also B & B facilities, which are classified into the same group with restaurants (*Restauracje i pokoje do śniadań*) (*ibid.* : 23). *NGV* has separate lists of hotels (69) (*NGV* : 6–7) and family pensions (52) (*ibid.* : 7–8), and *VC* has only hotels (73) (*VC* : 18–20). In *AW*, all the lodging establishments are divided into hotels proper (*hotele, hotels / hotels гостиницы*), furnished rooms (*pokoje umeblowane, меблированные комнаты / chambres garnis, möblierte Zimmer*), and boarding-houses (*Pensjonaty / Пансионаты /*

⁴ Podgórze, a historical borough in present-day Krakow, until 1915 an autonomous free King's town (Ciekawe miejsca krakowskiego Podgórza. URL: <https://web.archive.org/web/2009013-0023205/http://podgorze.ovh.org/> (last accessed: 11.06.2023).

⁵ Available at: Biblioteka Cyfrowa Uniwersytetu Ekonomicznego w Krakowie as «Krakowska Księga Adresowa : na rok ... ; wyd. 1905-1907 -- Stefana Mikulskiego Wielka Księga Adresowa Stoł. Król. Miasta Krakowa i Król. Woln. Miasta Podgórze; wyd. 1906-1925». URL: <https://bazybg.uek.krakow.pl/cyfrowa/kolekcje/publikacja/1000002551> (last accessed: 11.06.2023).

⁶ Available at Wienbibliothek in Rathaus. URL: <https://www.digital.wienbibliothek.at/urn:nbn:at:AT-WBR-54015> (last accessed: 11.06.2023).

⁷ Available at Wienbibliothek in Rathaus. URL: <https://www.digital.wienbibliothek.at/wbrobv/con-tent/thumbview/2994-705?query=wiener%20cicerone> (last accessed: 11.06.2023).

⁸ Available at: CRISPA. Biblioteka Cyfrowa Uniwersytetu Warszawskiego. URL: <https://crispa.uw.edu.pl/object/files/408949/display/PDF> (last accessed: 11.06.2023).

⁹ Available at: CRISPA. Biblioteka Cyfrowa Uniwersytetu Warszawskiego. URL: <https://crispa.uw.edu.pl/object/files/223895/display/Default> (last accessed: 11.06.2023).

¹⁰ Bielsko (German Bielitz) was a town in Austrian Silesia, merged in 1951 with Biała Krakowska of Lesser Poland into Bielsko-Biała (EP : 57).

¹¹ Lodging facility proper and common names are reproduced in this paper as spelt in the sources.

Pensions de famille / Pensionen (Familien-), numbering 38, 93 and 15 entries respectively (AW : 215–216, 515, 548–550) respectively.

The names of Lviv hotels are: *Abazzia, Alstera, Amerykański, Austriya, Brennera, Bristol, Centralny, City, Corso, Dependence, Edison, Elite, Esplanade, Europejski, Francuzki, George'a, Grand, Guttman, Hotel Grünberg, Hamburg, Hotel Podzamcze, Hotel Rosenthal, Hotel Lerner, Hotel M. Bohrer, Imperial, Katz, Karlsbadzki, Lazarusa, Litewski, Londyński, Metropole, Moldawski, Monopol, Narodowy, Narodna Hostynnyia, New York, Orient, Ormiański, Pod brodzką Koleją, Breitmajer, Pod złotą Koroną, Pod trzema Koronami, Pod Lwem, Pod złotym Niedźwiedziem, Pod trzema Murzynami, Pod złotą Rybą, Pod białym Jeleniem, Poznański, Reunion, Royal, Samborski, Sandomierski, Sans-Souci, Saski, Savoy, Szwajcarski, Tarnopolski, Union, Victoriya, Wanda, Warszawski*¹². Some of these are the names of hotels proper, and other are those of their proprietors (the name of the latter is sometimes affixed to the establishment name, as well as, invariably, its location, cf.: *Austria, odnowiony i urządzony z komfortem, Kühner Juliusz Batorego 12-14; Brennera, św. Stanisława 4; Bristol Z. Zehnguta Karola Ludwika 21; Centralny, Rejtana 10; City, Kar. Ludwika 71; Corso, Karola Ludwika 37*).

The Lviv boarding-houses names are: *Dom kobiet, Pension Anuta, Pension Exquisite, Pension Goplana, Pension Grottger, Pension Helena, Pension Litwin-ka, Pension Mignon, Pension Polonia, Pension Warszawianka, Pension Zacisze*.

The B & B hotels of Lviv are presented as follows: *Baczewski Zygmunt, Balas Michał, Zakrzewski Fr., Blasbalg S., Czaczkes Dawid, Jakób, Fliesser Samuel, Fuchs Maurycy, Fuchs Zygmunt, Iwaszczyszyn Bazyli, Królikiewicz Jan, Kucharski Wład., Kuczek Andrzej, Lasocki Maryan, Lewicki M., Loesch Mieczysław, Maksymowicz K., Moczulski W., Musiałowicz Władysław, Narodna Torhowla, Piotrowki Kazimierz, Schapira Samuel bufet obficie zastawiony, Schleicher H. Szkowron Albert, Tennenbaum J. Wilhelm, Zwoliński Floryan, Zakopane*.

The Krakow hotels' names are: *Grand Hotel, Hotel A. M. Kellera, Hotel Krakowski, Hotel Londyński, Hotel Polski, Hotel Rapaporta Mayera, Hotel pod Różą, Hotel Rosenstock, Hotel Saski, Hotel i restauracya Austriya, Hotel Spatza, Hotel Union, Bristol, Centralny, Dresdeński, Europejski, Kleina, Metropol, Müllera, Pollera, Narodowy, Victoriya, Hotel Francuski (built in 1911–1912, see: [Hotel Francuski. Historia]; (in Bielsko) *Hotel Kaiserhof, Hotel Langer w Bielsku*. The Krakow pensjonaty names are *Borońska A., Dom stowarzyszenia nauczycielek, Kornblum Anna, Pension Modest, Udrycka Elżbieta*. Krakow's establishments that are mentioned in the list of restaurants and bed and breakfast rooms, and are clearly do not belong to the former are: *Becker Bolesław Jan (dawniej J. Wojciechowski), Bochnakiewicz Ludwik, Frass A., Król Józef*.*

On the contrary, Viennese establishments (here given in an alphabetical order and irrespective of their *Bezirk*) are far larger in number: (hotels) *Astoria, Athènes, Austria, Bayrischer Hof, Beatrix, Bellevue, Belvedere, Bristol, Central, Coblenz Hotel Zögernitz, Continental, De France, De l'Europe, De Russie, Du Nord,*

¹² In KAL and KAKP, some of these names or parts thereof are set off by the quotation marks, whereas the others are not, cf.: *Litewski, Żółkiewska 97, «Londyński», Gródecka 59; «Pod trzema Murzynami», Salomon Friedman, Krakowska 9 Pod złotą «Rybą», Gródecka 60 Pod białym «Jeleniem» Rejtana 3*, with no obvious reason for the difference. Also, some names differ in their type, either bold or regular. The similar inconsistent presentation is found in KAKP, whereas the Viennese references are quite uniform in this respect.

Dungl, Englischer Hof, Erzherzog Karl, Franz Josefs-Bahn, Fuchs, Germania, Gold. Brunnen, Gold. Kreuz, Goldene Birne, Goldene Ente, Goldener Adler, Goldenes Lamm, Grand Hotel, Guth, Habsburg, Hammerand, Harmonie, Hernalserhof, Hietzingerhof, Höller, Holzwarth, Hungaria, Impérial, Kolbeck «zur Linde», Kahlenberg, Kaiserhof, Kaiserin Elisabeth, Hans Klomser, Koenig von Ungarn, Krantz Josef, Kronprinz, Kummer, Matschakerhof, Meissl und Schadn, Metropole, Monopol (earlier Engl. Hof), Mueller, Nagler, National, New York, Nordbahn, Nordwestbahn, Österr. Hof, Palace, Parkhotel Schönbrunn, Post, Regina, Residenz, Riedhof, Ronacher, Roter Hahn, Royal, Sacher, Sachsischerhof, Stadt Frankfurt, Stadt Ödenburg, Stadt Triest, Stephanie, Südbahn, Tegetthof, Ungarische Krone, Union, Viktoria, Wallenstein, Wandl Johann, Weintraube, Westbahn, Wimberger, Windsor, Zu weissen Wolf; (boarding-houses) Alice, America, Anna, Atlanta, Banfort, Central, City, Columbia, Cosmopolite, Distinguee, Eldorado, Elite, Engel Louise, Exquisite, Family Hotel «Cottage», Fashionable, Fischer, Franz Maria (Fink), International, Kockert, Körner, Körner Carline, Kramer B., Mary, Meixner, Monopole, Nossek Hermine, Nuebauer Friederike, Old England, Patak Erna, Pension, Pfeffer Klara, Pohl, Quisisana, Reitter, Savoy, Schönbrunn, Seleseanu Theodor, Splendide, Stippenberg, Számwald, Szhwarzl Marie, Tatlock, Thümmel Josefa, Vera, Vienna, Vier Jahreszeiten, Vindobona, Währinger Cottage-Pension, Washington, Wienerheim, Wieuzauhause.

From the viewpoint of their ultimate underlying items, the two most general subsets distinguished in all the three sets of names are those of items derived from proper and common lexemes respectively. In the former, names of toponymic origin are by far the most numerous as well as diverse, so that their further classification according to the class of geographical entity their underlying names refer to is both possible and worthwhile. Lviv detoponymic hotel names, either substantival eponyms (*Bristol*) or adjectival derivatives (*Samborski*) are derived from the names of 1) cities: *Abazzia* (cf. *Abazzia*, the Italian name of a coastal town in Istria rather than Italian *abazzia* ‘abbey’), *Bristol* (a historical seaport city in England), *Hamburg*, *Karlsbadzki* (< *Karlsbad*¹³, Czech *Karlovy Vary*, a historical and world famous spa resort town), *Londyński*, *New York*, *Samborski* (< *Sambor*, Ukrainian *Самбір*, a *Kresy* town to the south-west of Lviv), *Sandomierski* (< *Sandomierz*, a Polish town), *Tarnopolski* (< *Tarnopol*, Ukrainian *Тернопіль*, another *Kresy* town to the south of Lviv), *Warszawski*, *Warszawianka*; 2) countries: *Amerykański* (referring to *Ameryka*, understood, similarly to English *America*, as an informal synonym of *Stany Zjednoczone*, or *USA* (SOP : 28), *Austria* (understood in a broad sense, short for *Austria-Węgry*, cf. [Kay]), *Francuski*, *Szwajcarski* (and also, if only historically then, *Polski* < *Polska*, i.e. the Commonwealth of the Two Nations, at that period a historical state territory divided among the Austrian, German and Russian Empires, the latter part under the name of the Polish Kingdom, as well as *Polonia*, the latter permitting other explanation, see below); 3) regions within countries: *Litewski* (< *Litwa*, however broadly or narrowly understood, formerly part of the Polish-Lithuanian Commoweth, then

¹³ In this case, as well as in many others, besides eponymous hotels, there are other entities, objects (both natural and artificial) and people of the same name that, however, do not seem fit to provide a designation for the hotel in question (for instance, it is natural, in particular, because of «Saxonian» hotel names in Warsaw, to relate another Varsovian chrematonym, *Augustowski* to August III (*Sas*) or Zygmunt II August rather than to the provincial town of Augustów); in this paper, they are selectively mentioned or discussed as such.

part of the Russian Empire), *Moldawski* (< *Moldawia* a historical region, whose north-western part Bukovina then belonged to Austro-Hungary), *Polski, Saski* ('of *Saksonia*', i.e. the Kingdom of Saxony, Poland's Western neighbour, then part of the German Empire), *Savoj, Polonia*; 4) places within the city of Lviv: *Corso* (an informal name of Lviv's thoroughfare, *Wały Hetmańskie* going on *Akademicka*, which was, and still is, a popular promenade place; a coinage most probably influenced by Viennese [Frie]hs and, ultimately, Roman *Corso* [Yermolenko 2021 : 608], *Ormiański* (found in *Ormiańska Street 7* and so deriving from the name of the eponymous street in the centre of what had been the Armenian neighbourhood, and with the Armenian Cathedral on it, rather than directly from historical *Armenia* then divided between the Russian and Ottoman Empires), *Pod Brodzką Koleją* (*Żółkiewska Street, 26*, in the vicinity of Brody Railway Line («*koleja Brodzka*»)) [Dywan : 90], *Podzamcze* (from a toponym referring to various boroughs, villages, and streets in Poland as well as Ukraine; here, however, it is the name of a Lviv suburb that was officially called *Dzielnica III Przedmieście Żółkiewskie* and situated around the *Podzamcze* railway station, whose name it eventually took [ibid.]; 5) geographical entities larger than countries: *Europejski, Orient*; 6) I include, as a subgroup within detoponymic names, chrematonyms referring to historical and / or cultural landmarks other than hotels (cf. Chernysh, Yermolenko : 227): *Sans-Souci* (cf. the eponymous palace *Sanssouci* (French 'without care') build by the Prussian king Frederic the Great in Potsdam near Berlin).

As regards the fourth subset in this group, it should be emphasized that since they all refer to certain localities in Lviv, their extralinguistic motivation, that is, the relation between the *denotata* of the derived and underlying entity is that of objective spatial contiguity; but what is more essential is that this contiguity association is their distinctive feature, as different from, say, the hotel name *Polski*, whose analogical relationship with *Polska* was shared by all the other Polish lodging facilities.

In other subsets, the relationship between the facility name and the underlying item is far less clearcut and of a different nature. First, instances there are not uncommon when the motivation of these names are not (quite) clear because their derivational relationships are complicated, being, as they are, dual rather than one-to-one: they link the hotel designation to what I call its ultimate underlying name, on one hand, and on the other, and coincidentally, to similar hotel designations, from one or more of which this name has been cloned and which it reproduces, cf. the Lviv hotel *Savoy*, whose name is associated with the aforementioned eponymous historical province in France and, at the same time, with hotels of the same name, beginning with the prestigious London lodging establishment that set this particular naming precedent then followed by other establishments, in particular those in Warsaw (an upscale hotel in the downtown) and Vienna (a boarding-house).

Bristol, too, is another eponymous hotel designation of this kind. Lodging enterprises of this name are found all over the world, ranging from grand hotels to small and very small ones [Williams]. In Warsaw, the luxury hotel with this name was opened at the beginning of the 20th c., and in Vienna, the eponymous and also fashionable venue dates back to the end of the 19th c. [Hotel Bristol]. While the relation to the ultimate underlying toponymic item in the case of Bristol hotels is unambiguous, the motivation behind the original coinage is not: according to one version, Bristol as a sea-port town and county in England just gave its name to the first Bristol hotel; another and less known one connects it to the title of Frederick

Hervey, the fourth Earl of Bristol and Bishop of Derry, who was a great traveller and bon-vivant, so that hotels where he stopped were considered the best [Michaels]. While the latter version provides a plausible explanation for the original choice of *Bristol* as a prestigious hotel name, it does not necessarily falsify the former one, based as it is on a recurrent model of the naming of a hotel after a town, either local or foreign.

To these one may add, *mutatis mutandis*, *Abazzia*. Now part of Croatia (and known under the name of *Opatija*), in Austro-Hungary this town was one of the most popular, especially among the upper classes, sea resorts [Opatija], so its name was not just a toponym but something of a prestigious chrematonym as well, which, too, when used to refer to a hotel, carried along the connotation of something fashionable and exclusive.

Zacisze, a boarding-house name, has numerous correspondences in the rural toponymy of Poland and even beyond, yet far more probable is its origin from the Polish common name *zacisze* 'a comfortable and quiet place, sheltered from wind' (SJP).

Warszawianka, literally 'a female citizen of Warsaw', is a derivate of *Warszawa*, and yet the boarding-house bearing such a name could be, as it was often the case then, a lodging facility designed specifically for female clientele (cf. the name of another Lviv boarding-house, *Dom kobiet*), and therefore the feminine gender of the immediate underlying noun can be seen as indirectly alluding to this feature. Also, the allusion to Warsaw, formerly the capital of whole and independent Poland and now of its part seized by Russia, must have had a distinct patriotic connotation for Poles in Lviv and Austria, cf. in this respect *Litwinka*.

At the same time, this coinage as denoting a female citizen of Warsaw can, *mutatis mutandis*, be compared with those names of lodging facilities that are derived from other anthroponyms, typically from the name of their (original) founder and proprietor, such as the already mentioned hotel *Ritz* of London or, in Lviv, *Guttman*, *Hotel Grünberg*, *Hamburg*, *Hotel Rosenthal*, *Hotel Lerner*, *Hotel M. Bohrer*, etc. The onomastic component within *Hotel George'a* reproduced the previous designation *George Hoffmann* (after the owner) [Mural] (also, the main façade was, and still is, decorated with a bas-relief of Saint George [Kharchuk, Zhuk], cf. the hotel *Saint Georges*, Polonized *Żorż*, which was built in Vilnius at the end of the 19th c. and named after the *Świętojerska* street).

Other than these, there were also deanthroponymic names of other kinds: (hotels) *Edison*, *Wanda*; (boarding-houses) *Anuta*, *Goplana*, *Grottger*, *Helena*. Of these, *Edyson* is arguably a derivative of American inventor Thomas Alva Edison (1847–1931), the coinage possibly motivated by his role as an electricity pioneer. *Wanda* is a historical-legendary figure, King Krak's daughter and one of the oldest protagonists in Polish patriotic discourse (EP : 724). *Goplana* is a leading mythical character in Juliusz Słowacki's romantic drama *Balladyna* (1834, published 1839). *Grottger* is, most possibly, derived from the name of *Arthur Grottger* (1837–1867), a Romantic and patriotic Polish painter (ibid. : 202) (cf. *Hotel Grottger*, a boutique hotel in present-day Krakow). *Polonia* was the title of Grottger's graphic cycle dedicated to the January Insurrection of 1863–1865 as well as the name of Paderewski's symphony of 1908 inspired by Grottger's work. Besides, *Polonia* was a Romantic female personification of Poland, especially popular during the Partitions (cf. *Germania* below) (ibid. : 52). Arguably, the feminine gender feature in boarding-house names as well as the female gender of their underlying item referents (cf. also such designations as *Anuta* and *Helena*,

both of them given female names), too, can be explained, similarly to *Warszawianka* and *Litwinka*, by their providing boarding facilities for women, cf. also *Dom stowarzyszenia nauczycielok* in Krakow as well as another Cracovian boarding-house, named after *Kornblum Anna* and described as *Pensyonat dla panienek uczęszczających do szkół* (see below).

The less numerous Krakow detoponymic names are analyzed into the same categories of underlying items as follows: 1) (cities) *Krakowski*, *Londyński*, *Bristol*, *Drezdeński*; 2) (countries) *Austriya*, *Francuski* (and, *mutatis mutandis*, *Polski*); 3) (regions within countries) *Polski*, *Saski*; 4) (places within the city) none; 5) (geographical entities larger than a country) *Europejski*; 6) (anthropogenic and other landmarks) *Victorya* (cf. *the Grosvenor Hotel at Victoria* in London (1862), a railway hotel in Victoria Station, named after the then English Queen [Danby 1998 : 46–49]; see also [Chernysh, Yermolenko : 231]). Besides these, there are venues presumably bearing names of their proprietors or founders: *Hotel A. M. Kellera*, *Hotel Rapoporta Mayera*, *Hotel Rosenstock* etc.

The inner form of Viennese hotel names of the same kind makes use of the following classes of toponyms, also realized in the substantival or adjectival form, like Polish ones: 1) (names of cities): (hotels proper) *Athènes*, *Bristol*, *New York* (the eponymous hotel was opened in Venice in 1861), *Stadt Frankfurt*, *Stadt Ödenburg* (Hungarian *Sopron*), *Stadt Triest* (Italian *Trieste*); (boarding-houses) *Washington* (which, in the context of other «American» hotel names, can be associated with the capital as well as the first president of the U.S.), *Vindobona* (the Celtic name of the Roman military camp and settlement situated where the Austrian capital is now, and also a possible source of the latter's name [Vienna]), *Quisisana* (cf. the name of the *Grand Hotel Quisisana* of Capri, Italy, founded as a sanatorium in 1845 [History. *Grand hotel Quisisana Capri*] and that of an Italian spa hotel in Abano Terme specializing in thermal treatment, whose name, read in Italian as *Qui si sana*, literally means 'Here one is healed'; cf. also the eponymous *frazione* of the Castellamare di Stabia commune in Italy [Stabia Quisisana]), *Atlanta* (cf. *Atlanta*, the capital of the state of Georgia in the U.S.), *Vienna*, *Wienerheim*, *Eldorado* (Spanish, the name of a non-existent country or city having much gold, once believed to exist on the Amazon) (ShOED).

The next group is Viennese hotel named after 2) countries and nations: *de France*, *de Russie*, *Germania* (since its denotatum was a personification of a unified German nation, the name therefore *stricto sensu* referred to all the German speaking people, including the Austrians as well as the Germans of the *Reich*), *König von Ungarn*, *Ungarische Krone* (referring to the Hungarian monarchy and containing a corresponding toponymic component), *Österreichische Hof*, *Austria*, *Hungaria*, *Englische Hof*, *Old England*, *America*, *Columbia* (generally, *Germania*, *Austria*, *Columbia* etc. are proper nouns with multiple reference, but in the historical-cultural context of the 19th and early 20th centuries, these Latin designations, due to nationalistic tendencies of the period and, arguably, influenced by their feminine gender markers, were used to denote, besides respective nations, their female personifications as well, cf. also *Brittania*, *Polonia* and, *mutatis mutandis*, *Marianne* and *Čechie*, cf. [Wintle 19–21]).

Several hotels were named after 3) regions within countries: *Bayrischer Hof*, *Sächsischer Hof* (formally, the Kingdoms of Bavaria and Saxony were entities within the German empire); *Savoy* (see above).

Also, there were lodging establishments named after places within the city of Vienna. This subgroup will include names stemming from Viennese toponyms

as well as chrematonyms and, in semiotic terms, presumably motivated by the objective contiguity relation to the underlying item's referent. It should be noted, however, that while cases were many indeed where the indication of the said relation actually operated as a distinctive feature of a lodging establishment, there were also few others, apparently similar from the onomasiological viewpoint, where it definitely did not, cf., for instance, on one hand, *Parkhotel Schönbrunn* on Hietzingerstraße, actually situated near the Schönbrunn Palace, the principal summer residence of the Habsburgs, or *Cobenzl Hotel Zögernitz* at Cobenzl, in the vicinity of the *Cobenzl Reiseberg* and *Schloß Cobenzl* [Cobenzl], cf. also cf. also *Casino Zögernitz* in the same neighbourhood, named after the original builder and owner [Casino_Zögernitz]; on the other, cf. *Donau*, its location on Taborstraße in Leopoldstadt having no noticeable relation to the Danube.

To this group also belong *Belvedere* (cf. *Schloß Belvedere*, a palace complex in the same Landstraße district), *Hietzingerhof* on *Hietzinger Hauptstraße* in *Hietzing*, Vienna's 13rd district; *Kahlenberg* at the mountain called *der Kahlenberg*; lodging establishments named after railway lines and stations: *Nordbahn*, *Nordwestbahn* *Parkhotel Suedbahn*, *Franz Josefs Bahn*, *Westbahn*, also *hotel du Nord*, which, although resembling numerous eponymous hotel names in Francophone countries and beyond (including Warsaw, see [Yermolenko Chernysh : 329–330]), owns its name to its proximity to the *Nordbahn* railway station in the downtown district of *Leopoldstadt*.

There are few hotels that are found on eponymous streets, cf. *Weintraube* on *Weintraubengasse* (the street had obtained its name after the nameplate of a house, *Zur (blauen) Weintraube* [Weintraubengasse]), *Beatrix* on *Beatrixgasse*, *Wallenstein* on *Wallensteinstraße* (cf. also *Harmonie* on *Harmoniegasse*, named in 1865 after the eponymous theatre *Harmonietheater* [Harmoniegasse]). Yet the names of *Maria Beatrix von Este-Modena* (1750–1829), the spouse of Archduke Ferdinand, after whom the street was named in 1862 [Beatrixgasse], as well as *Albrecht Wenzel Eusebius von Wallenstein* (1583–1634), a prominent military leader and influential statesman [Albrecht Wenzel Eusebius von Wallenstein], would have been well-known enough in Vienna to provide respective hotel names a double motivation.

As to hotel names from geographical entities larger than countries, there is only *de l'Europe*.

Also, as in the Lviv hotel names' classification, I include in this subgroup, as its borderline cases, names derived from chrematonyms associated with localities beyond Vienna and denoting their distinctive cultural and historical features: *Astoria*, (cf. the iconic New York hotel *Waldorf-Astoria*, derived from the name of the German town *Walldorf* and the surname *Astor* of the wealthy American family originating from it; the millionaire William Waldorf Astor built it in 1893 [Holland; About the Waldorf. Hotel history]; *Windsor* (cf. *Windsor Castle*, a royal country residence at the eponymous town of Windsor in England), *Habsburg* (bearing the name of the *Haus Habsburg*, the Austrian rulers' dynasty, the chrematonym is also related to *Schloss Habsburg* in present-day Swiss, whose name was adopted by the first representative of this dynasty, Otto II, or Otto, Count of Habsburg [Mutschlechner]); *Bellevue* (built in the *Ringstrasse-Hotel* style and opened in 1873 [Welcome to Hotel Bellevue]; the name of this luxurious establishment (meaning 'beautiful sight' in French) has numerous counterparts in European (and world) toponymy and chrematonymy, cf., first of all, Madame de Pompadour's historical *Bellevue Palace* in Paris, as well as the *Bellevue Palace*,

royalty residence in Berlin, and, also in Berlin, the *Grand Hotel Bellevue*); *Victoria*, or *Viktoria* (see above).

The other class of *nomina propria* from which Viennese hotel / boarding-house names were coined was anthroponyms, for the most part proprietors' surnames, such as *Sacher*, opened by Eduard Sacher in 1876 (another famous eponym derived from this family name was *Sacher Torte*, invented by the hotelier's father) [Sacher family] or *Wimberger* on *Wimbergergasse*, both named after the hotelier and *Gemeinderat Karl Wimberger* [Hotel Wimberger]. On *Wolfengasse*, there was a hotel called *Zum weißen Wolfen* (now part of the hotel *Austria*), both these (partly) eponymous designations (of the street and the hotel) derived, in the latter case fairly creatively, from the name of the 16th-century inn-keeper *Wolf Weiß*, who owned a lodging establishment situated there [Wolfengasse]. The hotel *Tegetthoff*, situated on *Johannesgasse 27*, was named after Vice Admiral *Wilhelm von Tegetthoff* (1827–1871), the Austrian Navy Commander [Wilhelm von Tettenhoff], who was all the more familiar to Vienna citizens due to *Tettenhoffstrasse* (since 1877) as well as *Tettenhoff Denkmal* (erected in 1886).

Besides, as has already been shown, some hotel designations are related to well-known public figure names through the mediation of street names where these establishments were situated. Also, there are lodging establishments (more specifically, boarding-houses) whose designation was just a female given name that cannot (seemingly or otherwise) be associated with any person of note but is rather indicative of the exclusively female clientele, cf. *Mary*, *Alice*, *Anna*, *Vera*.

There is yet another subgroup within this group which in some cases overlaps with another groups of deonomastic hotel names as well as with those coined from appellatives, and which all stem from items related to the Austro-Hungarian royalty and monarchy, and also aristocracy: *Erzherzog Karl*, cf. *Erzherzog Karl Ludwig Johann Josef Lorenz von Österreich*, *Herzog von Teschen* (1771–1847), an Austrian field-marshal and an outstanding military leader during the Napoleonic Wars [Karl von Österreich-Teschen] (the equestrian monument commemorating him was opened in Vienna in 1860); *Kaiserin Elisabeth*, cf. *Elisabeth von Österreich-Ungarn*, legendary Sissy (1837–1898), Franz Jozef I's unfortunate spouse [Elisabeth, Empress Consort of Austria]; *Stephanie* (since 1888, previously *Weißer Rose*), cf. *Stephanie Clotilde Louise Hermine Marie Charlotte von Belgien* (1864–1945), the wife of Crown Prince Rudolf, the heir apparent to the throne of the Austro-Hungary (according to the hotel's site data, the name commemorated their wedding, see [Das älteste Hotel Wiens]; *Beatrix* (see above), *Franz Josefs-Bahn*, *König von Ungarn*, *Ungarische Krone*, *Kronprin*, *Kaiserhof*, *Drei Krone* (as the hotel site indicates, «the three crowns (which represent the crown of St Stephen¹⁴, crown of Rudolf II¹⁵ and St Wenceslas¹⁶ crown) were fixed to the house façade facing the Naschmarkt and symbolised the *three crowns* of the Austro-Hungarian monarchy» [Von der Schleifmühle zum Fashion Hotspot. Wie aus einer Mühle ein Modeverlagshaus wurde]), *Regina*.

In [Chernysh, Yermolenko : 229–231], in order to establish prevalent orientations in the choice of underlying names, detoponymic designations were all

¹⁴ Stephen I, the first King of Hungary [Stephen I King of Hungary].

¹⁵ Rudolf Habsburg (1552–1612), Holy Roman Emperor and Archduke of Austria [Rudolf II].

¹⁶ Wenceslaus, Czech *Václav*, the patron saint of Bohemia [Wenceslas I, Prince of Bohemia].

analysed into subgroups in accordance with the place of the latter's denotata on the contemporary political map of the world, such as their adherence to one or another of the three empires (Austrian-Hungarian, German, or Russian) as well as other countries of Europe and the world, and also larger geographic entities. The analysis showed a marked preference of Warsaw hotel naming for items with German (especially Saxonian) or/and Polish (to be more exact, historical and / or ethnic Polish) associations (including coinages from names of Polish cities then belonging to the German and Russian Empire as well as German city names proper), such as *Kowieński*, *Wileński*, *Polski*, *Berliński*, *Drezdeński*, *Hamburski*, *Lipski*, *Poznański*, *Wrocławski*, *Niemecki*, *Saski*, *Grodzieński*, *Płocki*.

Outside these, only *Krakowski* referred to the Polish part of Habsburgian Austria. The names of the other subgroups were *Wiedeński*, *Rossya*, *Londyński*, *Paryski*, *Versal Rzymiski*, *Wenecki*, *Europejski*, *du Nord* (possibly alluding or otherwise related to Warsaw's epithet *Paryż Północy*), *Pretoria*, *Transwaal* (these South African toponyms then had connotations originated with this country's fighting for its independence, something that was definitely consonant with the same aspirations of the Polish [ibid.])

Viewed from the same perspective, the hotel onomasticon of Lviv is predominantly historical Polish, especially, one might even say, Borderland Polish (*Samboński*, *Sandomierski*, *Tarnopolski*, *Warszawski*, *Warszawianka*, *Litewski*, *Polski*, *Polonia*; to these one should add designations from Polish cultural names, such as *Goplana*, *Grottger*, *Wanda*) and then imperial Austrian. The Krakow lodging establishments with detoponymic names are less numerous and, maybe for that reason, show no conspicuous preferences in this respect. In Vienna, most designations were clearly Austrian or Austrian-Hungarian (*Stadt Ödenburg*, *Stadt Triest* (then of Austro-Hungary, *Vindobona*, *Vienna*, *Wienerheim*, *Habsburg*, *König von Ungarn*, *Ungarische Krone*, *Österreichische Hof*, *Austria*, *Hungaria*), sharing this feature with establishments bearing «monarchic» or «aristocratic» names; other than these, they exhibit a penchant for the Anglo-Saxon world, British as well as American (*Bristol*, *New York*, *Washington*, *Atlanta*, *Astoria*, *Windsor*, *Englische Hof*, *Old England*, *Viktoria*, *America*, *Columbia*; *Edison*).

Besides that, hotel names of both Lviv and Vienna were also Lviv- and Viennese-oriented respectively, including (unlike Varsovian ones) designations motivated by their urban locality; to them one may add here the hotel *Donau* (in Warsaw, the only items of the kind were *Brühlowski*, the name of a hotel on the street, and close to the palace, of the same name, and, *mutatis mutandis*, *Pasaż* associated with the so called *Pasaż Simonsa*).

Addressing now inner form motivation regularities in deappellative hotel names of Lviv, Krakow, and Vienna, it should be noted that they may initially leave one with an impression that their patterning is generally far more disparate. A closer look will discover, however, some recurrent schemes, while the application of the binary mode of classification will unite these in a fairly coherent whole. At the same time, it should be noted that due to the multiple motivation of their inner form, individual items may coincidentally be subsumed under more than one class, cf. the hotel *Centralny* in Lviv on Rejtana, whose name can be interpreted as such that reflects its location relative to the city centre, while at the same time projecting, due to its underlying appellative meaning, a positive image of something central and therefore important, much frequented etc. Besides, the motivation of a hotel name's inner form can just be unclear, therefore permitting more than one explanation (see below).

As a first step, it is feasible to divide deappellative designations into two classes which I call, with a certain degree of arbitrariness, descriptive and evaluative. The latter type will be manifested by names that predicate some fairly general and positive feature on their *denotata* (cf. Kw. Handke's qualifying similar street names as expressive [Handke : 293]); also, they typically come of the international stock of lodging establishment names (for these «international» hotel names, see [Danby : passim]). In Lviv, they are: (hotels proper) *Centralny, Elite, Grand, Imperial, Metropole, Monopol, Narodowy, Reunion, Royal, Union*; (boarding-houses) *Pension Exquisite, Pension Mignon* (cf. the French adjective *mignon* 'charming, graceful, elegant; sweet, gentle, pleasing' and the noun *mignon* used as an affectionate address term [Langue Française. Larousse]; it will also be noted that its masculine gender form does not correspond to the feminine gender of French *pension*, with Polish *pensja* also feminine, but *pensjonat* masculine).

The former type will encompass names that are descriptive rather than evaluative, indicating, as they do, some specific distinctive feature of a *denotatum*. These will be divided in their turn into the two following subclasses, one of which pointing to some feature of a lodging establishment, such as its (relative) location or marketing target, e. g. *Dependence* (hotel name also found elsewhere), cf. French *dependance*, one of whose meanings is 'an edifice or territory that is an annex to the main building or territory' [ibid.] Underlying *Esplanade*, another fairly recurrent hotel designation, of Lviv was French *esplanade*, whose secondary and newer meaning is that of an open place before an edifice where the public may walk, something that the hotel's being situated on Karola Ludwika 27, i.e. on Lviv's *corso* (see above), rightfully justified. *Narodna Hostynnycia*, literally (in Ukrainian) 'people's hotel', correspondingly, was a venue that was frequented by Ukrainian *intelligentsia* and also provided hotel and restaurant business schooling for young Ukrainian (Ruthenian) citizens [Narodna hostynnytsia. Nevidonyi Lviv]. Among boarding-houses, to such descriptive hotel names belong *Dom kobiet; Narodna Torhowla* (literally 'people's trade' in Ukrainian, cf. the eponymous trade cooperative *Народна Торговля*, also in Lviv [Biedrzycka : 438, 601, 606, 746, 891, 896, 926, 929, 932]. It will be noted, that descriptive designations of this kind can also be found in Varsovian hotel onomastics, cf.: *Handlowy, Kupiecki*.

Besides, there is another subclass of designations whose inner form is arguably a verbal replica of an establishment's iconic emblem, some of these emblems having a connotation of distinctly noble, aristocratic, or even regal or imperial signage: *Pod złotą Koroną, Pod trzema Koronami, Pod Lwem, Pod złotym Niedźwiedziem, Pod trzema Murzynami, Pod złotą Rybą, Pod białym Jeleniem*. As distinctive from Vienna's *Drei Krone*, the three crowns of the Lviv hotel may refer to, besides the eponymous peak and massif in the Pieniny Mountains, the emblem of the Cracovian archdiocese, adopted after the Partitions as part of the coat-of-arms of the Kingdom of Galicia and Lodomeria [Herb archidiecezji krakowskiej]. The Ruthenian lion, a golden lion rampant, besides being the part of Lviv's coat of arms, was also the emblem of the Principality of Halicia and Volhynia [Hrechylo; Dudziński : 9].

As to others, it is far easier to establish their parallels and analogies elsewhere, in particular, among names of hotels and other chrematonyms, as well as in traditional European heraldry, than to provide them with further, more specific explanation concerning their motivation. Regarding *Pod trzema murzynami*, one may note that, for instance, in Poznań at Stary Rynek 95, there is an ancient building which in the 18th c. was called, for an unknown reason, *Pod Murzyny* [Sklepik,

Bezduzna]; cf. also the historical townhouse *Pod Murzynami* (also *Pod Etiopy*) in Krakow, which housed an eponymous pharmacy in the early 16th c. and still features two figures of black persons, which were the pharmacy's sign [Kamienica nr 1 — «Pod Murzyny»].

The white (silver) deer of St. Hubert [Dudziński : 88], previously the emblem of the Viennese suburb Jägerzeile, originally imperial court huntsmen's settlement, was then incorporated in the coat of arms of Leopoldstadt, Vienna's second municipal district.

Applied to the deappellative hotel names of Krakow, the same classification scheme shows that they manifest coincidences not only in the general typology, but also in individual designations: 1. «grand» names: *Grand Hotel*, *Hotel Union*, *Centralny*, *Metropol*, *Narodowy*; 2. names denoting hotels' actual features: *Centralny* (situated at Matejki Square, which, being part of Kleparz's old market, was indeed the neighbourhood centre, and also close to the railway station); 3) emblematic names: *Hotel «pod Różą»* (cf. also Latin *sub rosa* 'secretly', an expression whose motivation, too, remains not quite clear). Among the *pensyonaty* of Krakow, the name of *Pension Modest* is, perhaps, intentionally, anything but grand (cf. French *modest* 'modest'), yet, for all that, French, and therefore supposedly *chic*, whereas *Dom stowarzyszenia nauczycielek* is strictly informative in describing its *denotatum*'s clientele and proprietor.

In Vienna, the type of evaluative deappellative designations is represented by (hotels proper) *Central*, *Continental Grand Hotel*, *Harmonie* (as perceived by those unfamiliar with its history; see above), *Impérial*, *Metropole*, *Monopol*, *National*, *Palace*, *Regina*, *Royal*, *Union*; (boarding-houses) *Central*, *City*, *Cosmopolite*, *Distinguee*, *Elite*, *Exquisite*, *Fashionable*, *International*, *Monopole*, *Splendide*, *Vier Jahreszeiten* (presumably implying the establishment's lasting popularity all the year round), *Wieszuhaue*. Descriptive names of hotels are *Post*, *Residenz*, and of boarding-houses, *Family Hotel «Cottage»* (the last component possibly carrying a connotation of Britishness), *Pension*.

The emblematic names of Viennese hotels are *Gold. Brunnen*, *Gold. Kreuz*, *Goldene Birne*, *Goldene Ente*, *Goldener Adler*, *Goldenes Lamm* (cf. the hotel *Pod złotym barankiem* in Lviv in the second half of the 19th c.), *Kolbeck «zur Linde»*, *Roter Hahn*. Once again, it will be emphasized that establishing the ultimate motivation of such designations, which will allow to consider them as belonging to this and / or others of the three types is generally problematic. For instance, the attribute *Goldene*, which this variety of names often features, can be interpreted metaphorically in the light of the explanation of an Upper Austrian eponymous hotel's name *Goldene Brunnen* which is given on the hotel's site: «The *Goldener Brunnen*, <...> run as an inn since 1545 <...>, already had its own well at the entrance of the house. Having fresh drinking water within the city walls, even directly in the house, was worth as much as pure gold. This is how the house got its name» [Ein Trinkwasserbrunnen — wertvoll wie Gold]. In that case, the name should be classified with evaluative as well as descriptive designations. *Goldene Ente* of Vienna had its exact counterpart in Polish *złota kaczką*, which, however, was a character, a maiden charmed into a duck, in a purely Varsovian legend [EP : 791], whereas *Goldene Birne* corresponds, among others, to Czech *Dům U Zlaté hrušky*, a historical residence in Prague [*Dům U Zlaté hrušky*]. For Warsaw, this kind of hotel designations is altogether not characteristic, although it is not uncommon with Varsovian eateries (*Pod światłkami* and the like). Varsovian

deappellative designations of other types are: *Central*, *Continental*, *Grand Garni*, *Metropole*, *National*, *Royal*, *Słowiański*, *Central*, *National*, *Minerwa* and *Syrena*.

Multifarious as it is, the hotel onomasticon of Lviv, Krakow, Warsaw, and Vienna still leaves one with an impression of similarity rather than, or as well as, diversity. Actually, however, as far as detoponymic items are concerned (which, of course, together with emblematic designations, display the most pronounced and perceptible individuality), chrematonyms common to all the four cities and their lodging establishments, besides omnipresent *Bristol*, are those whose inner form refers to Austria, Saxony, and Europe. Beside these, there are correspondences of this kind found in three of them: these are names referring to Savoy, Victoria, Poland, France, America (the U. S.). Reference to Krakow is shared by Warsaw and Krakow, etc.

The impression of similarity originates from common models, more general as well as more specific, of hotel naming. At the same time, underlying all the variety of designations was the all-European inventory of stock names, so that the individuality in naming was often achieved primarily through individual choice and much less by creative original coinage.

And yet, speaking of individual hotel names, the following should be emphasized: among items that have genetic counterparts (or cognates) stemming from the same ultimate toponym, such naming clones can be met that, at least to a researcher's knowledge, are not related to any prototypal iconic referent of international renown and therefore did not convey connotations of the latter's name, cf. *Austria* (Lviv), *Austrya* (Krakow) and *Austria* (Vienna), among which, unlike cities their denotata are of, no distinct order of genetic precedence, so to say, could be presumably perceived by their contemporaries.

Thus, there are hotel names with binary inner form, which can also be qualified as homonymous, some of them emphasizing the underlying toponym and the other their precedential chrematonymic counterparts (in *Abiazza*, the inner form should be considered polysemous rather than homonymous). This difference in emphasis, however, can be a matter of individual perception; on the contrary, tracing down relations in both cases is both possible and feasible.

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- IPL Ilustrowany przewodnik po Lwowie z planem miasta. Wydanie III, zmienione i uzupełnione. Lwów, 1937.
- KAKP 1907 Księga adresowa Królestwa Polskiego na rok 1907. Warszawa 1907.
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ВНУТРІШНЯ ФОРМА ГОТЕЛОНІМІВ ЛЬВОВА, КРАКОВА Й ВІДНЯ НА ПОЧ. XX СТОЛІТТЯ: ДЕРИВАЦІЯ І КЛОНУВАННЯ

Стаття є дослідженням у галузі порівняльної європейської соціокультурної ономастики. Спираючись на розроблений і апробований у попередніх студіях теоретико-методологічний апарат, автор аналізує назви готелі Львова, Кракова та Відня на початку 20 ст., залучаючи також відповідні дані варшавського ономастикону. Перші три міста тоді належали Австро-Угорській імперії й водночас належали до декількох різних історично 'мінливих мовно-культурних ареалів і систем. Зокрема, автор розглядає їхні готельні назви як частину загальноєвропейського інвентарю невідомих

власних назв, реалізованого його регіональними різновидами. Автор стверджує, що з генетичного погляду внутрішня форма досліджуваних одиниць має подвійну природу, оскільки вони є співвіднесеними з тим, що він називає їхнім кінцевою твірною одиницею, і водночас із більш чи менш поширеними наборами «готових до вжитку» європейських та національних назв готелів, які, на його думку, виникли шляхом клонування з прецедентних і прототипових елементів. Унаслідок цього ім'я готелю може водночас мати як деапелятивне, так і деономастичне походження. Категоріальні параметри аналізу й опису джерел деривації, що їх використано в дослідженні, включають передовсім опозицію власних і загальних назв, а в межах перших — різні підтипи топонімічних назв, такі як назви міст, країн, регіонів, великих географічних утворень, антропогенні та фізіогенні хрематоніми та (власні) назви міських об'єктів, реально пов'язаних із готелем, а також культурно марковані антопоніми. На них накладаються риси національної приналежності, що визначають загальну геополітичну орієнтацію готельного неймінгу відповідних міст: польську в Кракові, Варшаві та Львові (у Варшаві меншою мірою також німецьку), австро-угорську та англосаксонську у Відні. Для деапелятивних назв релевантною є опозиція оцінних і описових назв, а серед останніх важить умотивованість за локалізацією готелю і за його емблемою.

Ключові слова: порівняльна соціокультурна ономастика, деривація vs. клонування, назви готелів Львова, назви готелів Кракова, назви готелів Відня.

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